BEST VALUE CONTRACTING: GETTING TO THE RIGHT PRICE
— A DIALOGUE - DOD AND INDUSTRY—

DEFENSE ACQUISITION UNIVERSITY, FT. BELVOIR, VA

Supported by Director of Defense Pricing, DAU, and the Council of Defense and Space Industry Associations

November 7, 2014
8:50 AM – 4:00 PM

Defense Acquisition University

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08:50 - 9:00 AM Agenda on the screen. Mr Bill Bahnmaier, Administrative Remarks

09:00 – 9:05 AM President of DAU Mr Woolsey, WELCOME *AND INTRODUCTION*

09:05 – 9:15 AM DDP Shay Assad Remarks and Introduction 9:00 – 9:15 AM

***WELCOME* – Shay Assad, Director, Defense Pricing**

9:15 – 10:30 AM Key Issues for DoD Contracting Leaders:

- **Dick Ginman (Director, DPAP)**
- **Lt. Gen. Wendy Masiello (Director, DCMA)**
- **John Lyle (SAF/AQC)**
- **Elliott Branch (DASN (A&P)**
- **Harry Hallock (DASA(P), Army)**
- **Matthew Beebe (Director, J7 Acquisition (DLA)**
- **Anita Bales (Director, DCAA)**
- **Lenny Manning (DAU)**

Moderator: Shay Assad

10:30 – 10:45 AM *BREAK*

10:45 – 12:00 PM Commercial Item Contracting Issues, Including:

- **Contract Process—What is a Commercial Item?**
- **Commercial Derivatives—Distinctions?**
- **Price Reasonableness—How to Determine?**
- **Value Pricing—Basic Elements?**
- **Price Analysis Methodologies—What to Use?**
- **“Other than Cost or Pricing Data”—What is it?**

Panelists:

Industry: Darryl Scott, Corporate Vice President, Contracts, Boeing
Phil Jasper, Vice President and COO, Rockwell Collins Government Systems
Roger Waldron, President, Coalition for Government Procurement
Government: Janice Muskopf (Chief of Pricing, HQ AFMC),
Ron Youngs, Director Cost & Pricing Center (DCMA)
Moderator: - Shay Assad

12:00 – 1:00 PM ***LUNCH***

1:00 – 2:15 PM **Subcontract Management Issues, Including:**

- **Subcontractor Competition and Award**
- **Incentivizing Contractor Innovation**
- **Estimating and Pricing Issues**
- **Subcontractor Profits/Spares**
- **Subcontractor Commercial Pricing**
- **Oversight by Primes**

Panelists:

David Wilkins, Vice President, Contracts & Supply Chain, Raytheon
Owen Paepke, Director of Strategic Planning & General Counsel, Robertson Fuel Systems
Matthew Beebe, Director, J7 Acquisition (DLA)
Teri Ryan, Consultant
Moderator: Shay Assad

2:15 – 2:30 PM ***BREAK***

2:30 – 3:45 PM **Services Contracting, Including:**

- **Pricing**
- **Market Analysis**
- **Performance Based Logistics**

Panelists:

Industry: Kim Rupert, Senior VP, SAIC
Jill Bruning, General Manager and EVP, Global Security Group, URS Federal Systems, Inc.
Sean Mullen, Vice President, Sales, HP Enterprise Services

Government:

Richard Ginman, Director, DPAP

Randall Culpepper, PEO, Combat and Mission Support (USAF)

Ken Brennan, Director Services Acquisition/Strategic Sourcing, DPAP
Moderator: Stan Soloway, President and CEO, Professional Services Council

3:45 – 4:00 PM ***WRAP UP and ADJOURN***

Leonardo (Lenny) Manning Thank you!